



Emerging Trends and Challenges of Public Relations and Strategic Communication in the Digital Era

Date: 17 March 2016 (Thursday)

Venue: The C-Centre, NAH313, Humanities Building, New Asia College, CUHK

Co-Conveners: Prof. Christine Y.H. Huang

*Programme Director and Professor, M.S.Sc. in Corporate Communication Programme,
School of Journalism and Communication, CUHK*

Prof. Sora Kim

*Programme Deputy Director and Associate Professor, M.S.Sc. in Corporate Communication
Programme, School of Journalism and Communication, CUHK*

Committee: Prof. Kaman K.M. Lee

*Associate Professor, M.S.Sc. in Corporate Communication Programme, School of
Journalism and Communication, CUHK*

Dr. Shih-chia Wu

*Professional Consultant, M.S.Sc. in Corporate Communication Programme, School of
Journalism and Communication, CUHK*

Time Allocation

Presentation: 15 minutes each

Discussion: 15 minutes

Q&A: 10 minutes

Thursday, 17 March 2016

MORNING

Venue: NAH312 – 313 (C-Centre)

8:45 am – 9:00 am	<i>Tea & Coffee</i>
9:00 am – 9:20 am	<p>Welcome remarks Celebration Video for the 20th Anniversary of M.S.Sc. in Corporate Communication programme</p> <p>Speakers: Prof. Chi-yue Chiu <i>Dean of Social Science, CUHK, Hong Kong</i></p> <p>Prof. Anthony Y.H. Fung <i>Director and Professor, School of Journalism and Communication, CUHK, Hong Kong</i></p> <p>Prof. Francis L. F. Lee, <i>Graduate Division Head and Professor, School of Journalism and Communication, CUHK, Hong Kong</i></p> <p>Prof. Christine Y.H. Huang <i>Co-convener of the conference, Programme Director and Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong</i></p> <p>Emcee: Prof. Sora Kim <i>Co-convener of the Conference, Programme Deputy Director and Associate Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong</i></p>
9:20 am – 9:30 am	<i>Group Photo</i>
9:30 am – 10:00 am	<p>Keynote speech 1: Looking Forward, Looking Back: Challenges for Strategic Communication in the Digital Age</p> <p>Speaker: Prof. Maureen Taylor <i>Director and Professor, School of Advertising and Public Relations, University of Tennessee Knoxville, U.S.A</i></p>

<p>10:00 am – 11:15 am</p>	<p><u>Session 1: New Trends and Challenges of Public Relations</u></p> <p>Chair: Prof. Sora Kim <i>Programme Deputy Director and Associate Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong</i></p> <p><u>Presenters:</u></p> <p>Zeitgeist Strategies: Public Relations, Forging Futures, and Tracking Trends Prof. David Mckie <i>Professor, Management Communication, Waikato Management School, The University of Waikato, New Zealand</i></p> <p>Recent Technological Development Trends and Socio-economic Challenges Impacting on Public Relations and Strategic Communication Prof. Kiranjit Kaur <i>Professor, Faculty of Communication and Media Studies, Universiti Teknologi MARA, Malaysia</i></p> <p>The Strategic Shift of Public Relations Discipline: Opportunities and Challenges Faced by China in the Big Data Era Prof. Xianhong Chen <i>Professor and Associate Dean, School of Journalism and Information Communication, Huazhong University of Science and Technology, China</i></p> <p>Panelist Discussion and Q & A Session</p> <p>Discussant: Prof. Christine Y. H. Huang <i>Programme Director and Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong</i></p>
<p>11:15 am – 11:30 am</p>	<p style="text-align: center;"><i>Coffee break</i></p>
<p>11:30 am – 1:00 pm</p>	<p><u>Session 2: Public Relations and Digital Media</u></p> <p>Chair: Prof. Christine Y. H. Huang <i>Programme Director and Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong</i></p>

<p>11:30 am – 1:00 pm</p>	<p><u>Presenters:</u></p> <p>A Meta Analysis of Persuasion in Social Media: Merging Theory and Practice Prof. Michael Kent <i>Professor, School of Advertising and Public Relations, University of Tennessee Knoxville, USA</i></p> <p>Paper co-authored by: Michael Kent and John E. Dugger</p> <p>Using Social Media for Corporate: Comparative Analysis of Communication Strategies on Corporate Weibo and Facebook Prof. Minjung Sung <i>Professor and Department Chair, Department of Advertising and Public Relations, Chung Ang University, South Korea</i></p> <p>Factors Influencing Donor Engagement in Mobile SNS: A Study of WeChat in China Prof. Yi-Ru Regina Chen <i>Assistant Professor, Department of Communication Studies, Hong Kong Baptist University, Hong Kong</i></p> <p>The Use of CEO Personality in Crisis Communication on Social Media Prof. Sora Kim <i>Programme Deputy Director and Associate Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong</i></p> <p>Paper co-authored by: Angela Xiaochen Zhang, Warren Borui Zhang, and Sora Kim</p> <p>Panelist Discussion and Q & A Session</p> <p>Discussant: Prof. Kaman K.M. Lee <i>Associate Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong</i></p>
<p>1:00 pm – 2:30 pm</p>	<p style="text-align: center;"><i>Lunch</i></p>

AFTERNOON

Venue: NAH312 – 313 (C-Centre)

<p>2:30 pm – 3:00pm</p>	<p>Keynote speech 2 : Identity and Political Public Relations: Implications of/for Gender, Race, and Nation</p> <p>Speaker: Prof. Bey-ling Sha <i>Professor and Director, School of Journalism and Media Studies, San Diego State University, USA</i></p>
<p>3:00 pm – 4:30 pm</p>	<p><u>Session 3: Public Diplomacy and Public Relations Education</u></p> <p>Chair: Dr. Shih-chia Wu <i>Professional Consultant, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong</i></p> <p><u>Presenters:</u></p> <p>In the Eye of Democracy: Mediated Public Diplomacy and the International Agenda Building Influence of the 2014 Hong Kong Protest Prof. Spiro Kiouisis <i>Professor and Executive Associate Dean, College of Journalism and Communications, University of Florida, USA</i></p> <p>Tina Tianduo Zhang <i>Ph.D. student, College of Journalism and Communications, University of Florida, USA</i></p> <p>Paper co-authored by: Tina Tianduo Zhang, Luidmila Khalitova, Barbara Myslik, Ji Young Kim, Tiffany Schweickart, Jordan Neil, Craig Carroll and Spiro Kiouisis</p> <p>Creative Politics: The Policy Participation of Multiple Subjects and The New Political Relationship by The case of “Meng Hao and the No. 39 Document” Prof. Ning Zhang <i>Professor and Associate Dean, School of Communication and Design, Sun Yat-sen University, China</i></p> <p>Public Diplomacy and Evolving Health Communication Networks in China: How International Relationships Effect Government-Public Relationships Prof. Maureen Taylor <i>Director and Professor, School of Advertising and Public Relations, University of Tennessee Knoxville, USA</i></p> <p>Paper co-authored by Aimei Yang & Maureen Taylor</p>

	<p>High-Minded Utilitarian Public Relations Students Dance to Two Drummers Prof. Ni Chen <i>Associate Professor, Department of Communication, University of Macau, Macau</i> Paper co-authored by Ni Chen & Hugh M. Culbertson</p> <p>Panelist Discussion and Q & A Session</p> <p>Discussant: Prof. Bey-Ling Sha, <i>Professor and Director, School of Journalism and Media Studies, San Diego State University, USA</i></p>
<p>4:30 pm – 4:45 pm</p>	<p style="text-align: center;"><i>Coffee break</i></p>
<p>4:45 pm – 6:00 pm</p>	<p><u>Session 4: Crisis Communication and CSR Communication</u></p> <p>Chair: Prof. Louis Leung, <i>Professor, School of Journalism and Communication, The Chinese University of Hong Kong, Hong Kong</i></p> <p><u>Presenters:</u></p> <p>The Transcultural Turn of Crisis Communication in the Era of Digital Media: Case Studies and Theoretical Implications from Greater China Prof. Anbin Shi <i>Professor and Associate Dean, School of Journalism and Communication, Tsinghua University, China</i></p> <p>A Broad Stroke or Different Strokes for Different Folks? Examining the Subtleties in Crisis Management Approaches between State-owned Enterprises and Privately-owned Enterprises in China Prof. Augustine Pang <i>Associate Professor and Programme Director of Master of Mass Communication, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore</i> Paper co-authored by: Augustine Pang, Hu Yang & Eugene Yong-Sheng Woon</p> <p>Transparency Signaling and Disclosure Alignment in the CSR Reporting of Chinese Companies: A Cross-Cultural Extension Prof. Craig E. Carroll <i>Visiting Scholar, Leonard N. Stern School of Business, New York University, USA</i> Paper co-authored by: Craig E. Carroll, Sabine Einwiller, & Jaclyn Mironov</p>

	<p>Panelist Discussion and Q & A Session</p> <p>Discussant: Prof. Sora Kim <i>Programme Deputy Director and Associate Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong</i></p>
6:00 pm - 8:30 pm	<i>Dinner</i>